

Roll No.

56007

**MBA 2 Yr. 1st Sem. (N. S.) Batch 2011-13
Examination – December, 2012
BUSINESS COMMUNICATIONS SKILLS**

Paper : MBA-107

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : There are two Sections. Section-A consists of eight questions (2 questions from each unit). Attempt four questions selecting one question from each Unit. Section – B contains a Case-Study which is compulsory. All questions carry equal marks.

SECTION – A

UNIT – I

1. Write a detailed note on telephonic communication.
2. Define and describe listening. What are the deterrents to listening process ? List essentials of good listening.

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UNIT – II

3. Define assertiveness. What are the indicators of assertive behaviour ? Do you think it is necessary for organizations ?
4. What are the communication skills needed for interviews ?

UNIT – III

5. Write short notes on the following :
 - (a) Gazes
 - (b) Business dining
 - (c) Gestures
 - (d) Smiles
6. Describe body sport for interviews. Also explain how to manage customer care.

UNIT – IV

7. Write the following :
 - (a) A letter to your boss expressing your concern over a problem at the office.
 - (b) A notice for an urgent meeting.

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8. What are the essentials of a good report ? What points should be taken care of while writing a report.

SECTION – B

(Case Study)

9. Manoj works at Hotel Amazing as a manager. Each day he greets guests, answers their questions, and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Manoj has a severe backache. Unfortunately he is left with no leave. He was hoping it would be a quiet day because he was not in mood to answer any queries.

As he was resting with his head down, Lalita, a guest at the hotel came to his desk. She wanted to visit some place so she came over to Manoj and asked for his assistance. Manoj was not very attentive to her request. His face showed his annoyance as he handed her a map of the city, without uttering a single word. When Lalita asked him what bus to catch, he pointed to a bus timetable. Lalita was very annoyed by Manoj's lack of assistance and told him so. During Lalita's outburst Manoj picked up ringing telephone

and turned his back on her. Lalita could not believe Manoj's attitude & told him that she would take up this matter with the management of the hotel.

1. Describe Manoj's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space)
2. What parts of the case study show us examples of poor communication ?
3. How could this situation be improved ?